

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY

REQUEST FOR PROPOSAL (RFP) NO. 15-003

CORPORATE & COMMUNITY OUTREACH AND MARKETING SERVICES

THE PURPOSE: SFRTA is seeking a qualified firm to provide public relations, public information, marketing, and advertising services. The term of the Agreement will be from Notice to Proceed through June 30, 2019.

A REQUEST FOR DOCUMENTS should be directed to Mr. Robert Becker at SFRTA, 800 N.W. 33 Street, Pompano Beach, Florida 33064, (954) 788-7909. Solicitation documents will be available on September 8, 2014.

A PRE-SUBMITTAL CONFERENCE will be held in the SFRTA Board Room at the address above on September 17, 2014, at 10:00 A.M. The purpose of the meeting will be for SFRTA to respond to questions from document holders and clarify requirements in an open forum. Attendance is not mandatory.

RECEIPT OF RFP SUBMITTAL: All RFP Submittals must be received as per the RFP instructions no later than 5:00 P.M. Eastern Time on October 3, 2014, at SFRTA's office in Pompano Beach, Florida.

SFRTA reserves the right to postpone, accept, or reject any and all RFP Submittals in whole or in part. All Proposers must certify that they are not on the State of Florida Comptroller General's List of Ineligible Bidders. All RFP Submittals shall remain in effect for One Hundred Eighty (180) days from the RFP submission due date.

DBE PARTICIPATION: SFRTA solicits and encourages Disadvantaged Business Enterprise (DBE) participation. DBEs will be afforded full consideration of their responses and will not be subject to discrimination.

CONE OF SILENCE: Any communications between any potential vendor, service provider, bidder, lobbyist or consultant and any Board member, staff member, committee member, or consultant of SFRTA regarding this procurement are strictly prohibited from the date on which the solicitation advertisement appears on SFRTA's website or newspaper through the date of contract award and from the date of the filing of any notice of protest of award through resolution for the parties involved in the protest or Contract award, whichever is longer.

The only exceptions to this are: (i) any communications with the SFRTA Procurement Director or SFRTA's designated point of contact; (ii) site visits to the apparent low bidder's or apparent successful proposer's facilities; (iii) any communications made on the record at a publicly noticed meeting of SFRTA, or (iv) negotiation meetings held by the SFRTA Procurement Director.

Christopher C. Bross, CPPO, FCPM, FCCN
Director, Procurement